

Appl. No. 10/764,190
Atty. Docket No. 9495
Amdt. dated August 9, 2006
Reply to Office Action of April 19, 2006
Customer No. 27752

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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A shelf display apparatus for storing ~~absorbent articles~~ packaged in a flexible film in a substantially upright position on a shelf packages, said apparatus comprising:

a first ~~vertically extending~~ vertical support member having a first upper end and a first lower end, wherein said first lower end is ~~connected to the~~ connectable to a shelf in a first plane;

a second ~~vertically extending~~ vertical support member ~~connected~~ having a second upper end and a second lower end, wherein said second lower end is connectable to [[the]] a shelf in the first plane, wherein said first and second vertical support members are spaced apart from each other to ~~define a horizontal direction therebetween~~ on the first plane; and

a top support member rigidly connected directly between the first upper end and the second support members upper end, said top support member oriented in a second plane parallel to the first plane, said top support member having at least one a continuously nonlinear portion extending in a third direction that intersects the second horizontal direction over substantially all of a length of the top support member,

wherein said top member, said first vertical support member and said second vertical support member together provide structural support for ~~orienting and storing packaged absorbent articles packages~~ in a substantially upright position vertical orientation on [[the]] a shelf.

2-3 (Cancelled)

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4. (Currently Amended) The apparatus according to claim ~~[[2]]~~ 1 wherein said continuously non-linear portion has a shape selected from the group consisting of curves, triangles, rectangles, random patterns and combinations thereof.
5. (Currently Amended) The apparatus according to claim 1 further comprising a first fastening mechanism, said first fastening mechanism being joined to said first lower end of said first vertical support member, said first fastening mechanism ~~connecting said-~~ apparatus connectable to [[the]] a shelf in the first plane.
6. (Currently Amended) The apparatus according to claim 5 wherein said first fastening mechanism has a ~~substantially horizontal~~ bottom plate and at least one fastener, wherein said bottom plate ~~may be substantially parallel and juxtapose to the shelf,~~ is connectable to a shelf in the first plane, and wherein said fastener can securely ~~[[joins]]~~ join said bottom plate to ~~[[the]]~~ a shelf.
7. (Currently Amended) The apparatus according to claim 5 wherein said first fastening mechanism is a U-shaped bracket that is partially ~~inserted~~ insertable through ~~[[the]]~~ a shelf.
8. (Currently Amended) The apparatus according to claim 5 wherein said first fastening mechanism is an engaging member that is ~~inserted~~ insertable through a receiving area of a shelf threshold of ~~[[the]]~~ a shelf.
9. (Currently Amended) The apparatus according to claim 5 further comprising a second fastening mechanism, said second fastening mechanism being joined to said second lower end of said second vertical support member, said second fastening mechanism ~~connecting~~ said apparatus connectable to [[the]] a shelf in the first plane.
10. (Currently Amended) The apparatus according to claim 9 wherein said second fastening mechanism has a ~~substantially horizontal~~ bottom plate and at least one fastener, wherein said bottom plate ~~may be substantially parallel and juxtapose to the shelf,~~ is

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connectable to a shelf in the first plane, and wherein said fastener can securely [[joins]]
join said bottom plate to [[the]] a shelf.

11. (Currently Amended) The apparatus according to claim 9 wherein said second fastening mechanism is a U-shaped bracket that is partially ~~inserted~~ insertable through [[the]] a shelf.

12. (Currently Amended) The apparatus according to claim 9 wherein said second fastening mechanism is an engaging member that is ~~inserted~~ insertable through a receiving area of a shelf threshold of [[the]] a shelf.

13. (Currently Amended) The apparatus of claim [[1]] 9 further comprising a substantially solid wall, said wall being subjacent to said top support member and interdisposed between said first vertical support member and second vertical support member, wherein said wall provides additional support ~~and facilitates the handling of said apparatus for placement storing packages~~ on [[the]] a shelf.

14-16 (Canceled)

17. (New) The apparatus of claim 8, wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold configured to provide a display for product information.

18. (New) The apparatus of claim 12, wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold configured to provide a display for product information.